2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5: Percentage of California Children Reporting Awareness of the *Campaign's* Television Spots (Phone Sample)

Do you recall remember seeing or hearing any TV commercials that promoted aneducational program called about 5 a Day-Power Play!?

Total 40 Gender Males 44 Females 36 Ethnicity White 35 African American 43 43 Latino 43 43 Asian/Other 47 47 Income 47 47 ≤\$19,999 56 * \$20,000 - \$49,999 56 * \$20,000 - \$49,999 40 20 \$50,000 36 ** Federal Poverty Level 51 ** ≤ 185% 35 51 ** > 185% 35 51 ** Federal Poverty Level 51 ** ≤ 185% 35 51 ** No 41 44 44 Federal Poverty Level 51 ** ≤ 185% 35 51 ** ** 35 ** Pood Stamps 41 46 Physical Activity 40		Aware of the Campaign's Television Spots Percent of Children	,
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Females 36 Ethnicity White African American 35 Latino 43 Asian/Other 47 Income 47 ≤\$19,999 56 \$20,000 - \$49,999 40 ≥\$50,000 36 Federal Poverty Level 51 ≤ 185% 35 > 185% 35 Food Stamps 41 Yes 35 No 41 Overweight Status 37 No at Risk 37 At Risk/Overweight 46 Physical Activity 38 ≥60 minutes 38 <60 minutes	Gender		
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≤ 185% 51 ** > 185% 35 ** Food Stamps 35 No 41 Ves 35 No 41 Overweight Status 37 44 46 Physical Activity 46 46 46 Physical Activity 38 43 43 School Breakfast 43 43 43 School Breakfast 40 40 Yes 41 41 No 39 39 Nutrition Lesson 40 41 No 41 41 Exercise Lesson 42	<u>></u> \$50,000	36	
S 185% 35 35	Federal Poverty Level		
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Yes 35 No 41 Overweight Status 37 Not at Risk 37 At Risk/Overweight 46 Physical Activity 38 ≥60 minutes 43 School Breakfast 43 Yes 39 No 40 School Lunch 41 Yes 41 No 39 Nutrition Lesson 40 No 41 Exercise Lesson 42	> 185%	35	
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Yes 40 No 41 Exercise Lesson 42	No	39	
No 41 Exercise Lesson Yes 42	Nutrition Lesson		
Exercise Lesson Yes 42	Yes	40	
Yes 42	No	41	
.=	Exercise Lesson	·	
No 36	Yes	42	
	No	36	

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

California Department of Health Services: September 2005

^{*} p<.05

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